

No.154 Oct. '72

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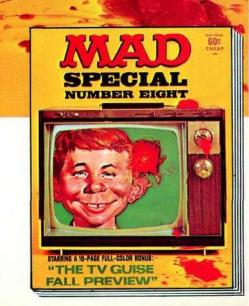
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### SEPTEMBER 1972

# 1NAID

"Living on a budget is the same as living beyond your means, except that now you have a record of it!"—Alfred E. Neuman

WILLIAM M. GAINES publisher

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CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

### DEPARTMENTS

The Lighter Side Of Hang-Ups32
CAR SICK DEPARTMENT The MAD Car Owners Hate Book
DON MARTIN DEPARTMENT One Day At The Bullfights
JOKE AND DAGGER DEPARTMENT Spy vs. Spy
KNOWING YOUR LEFT FROM YOUR RIGHT DEPARTMENT The MAD Guide To Political Types
LETTERS DEPARTMENT Random Samplings Of Reader Mail
MARGINAL THINKING DEPARTMENT "Drawn-Out Dramas" by Aragones**
ODD BALL IN THE BACK POCKET DEPARTMENT Howard Hughes' Wallet
OUR GOOSE IS COOKED DEPARTMENT MAD's Ecology Mother Goose
PICK-UP SCHTICKS DEPARTMENT When You Watch TV, You Can Be Sure Of Seeing
SHORT IN THE SADDLE DEPARTMENT "The Cowkids" (A MAD Movie Satire)
SHOW BIZ-ZY SIGNALS DEPARTMENT The Television Yellow Pages
THE HEIST OF IDIOCY DEPARTMENT "The Cute Rook" (Another MAD Movie Satire)

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\*\*Various Places Around The Magazine

### VITAL FEATURES

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THE CUTE ROOK (Another Movie Satire) Pg. 41

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### LETTERS DEPT.



#### WHAT'S THE CONNECTION?

I laughed so uncontrollably at "What's The Connection?", I shook all over. Now, YOU try to laugh that hard and pick your feet in Poughkeepsie at the same time!

Candi LaVigne Boca Raton, Fla.

As far as I'm concerned, Mort Drucker and Dick De Bartolo can go pick their feet in Poughkeepsie and not bother coming back! Fantastic movie, sorry satire! John Deer Tampa, Fla.

You have done an excellent satire on "The French Connection", considering the fact you had no material to work with. NOW I understand the movie.

Nancy Paulk Sedalia, Colo.

#### MAD LOOK AT BICYCLING

Sergio Aragones's "MAD Look At Bicycling" is packed with brisk and boisterous free-wheeling humor, as in-person as grasping a pair of handlebars and standing on the pedals on the upgrade. Very exhilarating! I'll mind his bike for him, any time!

Judy Hetling Yonkers, N.Y.

#### QUALIFIED FOR MADNESS

After reading your magazine for two years, I am now incapable of watching a TV show, reading a book, or seeing a movie without cynically tearing it to shreds. Since this renders me useless for any kind of a normal life, my only alternative is to sign up as a MAD satire writer. Got any openings . . .?

Mary Kay Hoover Cleveland, Ohio

#### MAD PHOTOONS

We at the Gaffrick household loved your "MAD Photoons," masterminded by Max Brandel and Bob Clarke. And speaking about the equally enjoyable "What's The Connection?", after seeing the movie we wondered... What IS the connection?

Peter Gaffrick Decatur, Ill.

### **Eddie Egan Connects With MAD**

I almost split a gut when MAD Associate Editor Nick Meglin brought me the issue featuring the take-off on "The French Connection". Since I'm the former New York detective, the original "Popeye" upon whom the film is based, and inasmuch as I appeared in the picture and provided technical advice, it's all very

personal and gratifying. Many thanks to writer Dick De Bartolo, artist Mort Drucker, and to your entire MAD staff for faithfully retaining the basics and adding the "French dressing."

> Eddie Egan New York, N.Y.





#### DON MARTIN BOOSTER

Don Martin has an original and different sense of humor that a reader can never tire of. His drawings are not ordinary cartoons but are departures from the convenional way of telling a story, in both drawing and writing. And those descriptive words: FWISK, GALOOK, GLURK, etc., they are a laugh riot in themselves. I have often stopped to wonder how an artist can continually and consistently create stories that get better and better as time goes by.

George J. Aljian Red Bank, N.J.

#### **EDUCATOR OF THE YEAR**

As a parent of a former student in one of New York's artsy-craftsy "fun factories." I want to congratulate you on "MAD's Educator Of The Year." The article was very funny but disturbingly true. In my son's fourth grade class, half the children needed tutoring, at the parents expense, to learn to read. They were all quite advanced at playing with blocks, however, I must admit. The headmaster writes articles and books on the advantages of open school but sends his own children to a school with a structured program. The open school looks great on paper but, unfortunately, in practice, most kids prefer playing to learning.

Rita Beltzer Brooklyn, N.Y.

#### CRIMINAL TYPES DEPT.

Your anti-hunting sentiment has always been rather obvious but in the July 1972 issue, "Criminal Types Dept.", it is also erroneous. Extinction of wildlife is not due to hunting but to habitat reduction, pesticides, pollution, etc. On the contrary, hunting groups such as "Ducks Unlimited" work hard to preserve habitat for game species.

E, L. Bintz Eastern Montana College Billings, Mont.

#### ART OF WRITING HOME FOR MONEY

Your article "The Art Of Writing Home For Money" was mighty good. I might even use one of those seemingly foolproof letters on my parents.

Richard \$. Feldman Los Angeles, Calif.

#### MAD RAINBOW COVER

My whole family went to a lovely picnic area recently. We just happened to take along the current issue of MAD, the cover of which depicted Alfie encountering garbage at the end of the rainbow. Of course, we all picked up our soda cans and sandwich wrappings and containers before we left, but one area was terribly littered by inconsiderate picnickers. And suddenly, we noticed a big black cloud in the sky, right over that desecrated area. Wow, MAD certainly has some mighty powerful connections!!!

James Randleman Fair Oaks, Calif.

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### SHORT IN THE SADDLE DEPT.

Okay, all of you young people out there! Had enough of the sexy new-wave movies that are rated "R" and "X" and "Ecch"? Let's take a look at a "nice" movie... one that's rated "GP"... which means there's hardly any sex, just blood and gore and violence and murder and—ulp—









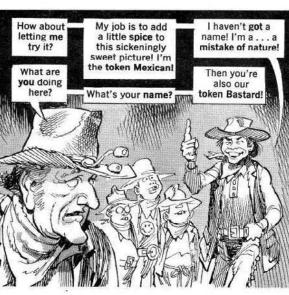


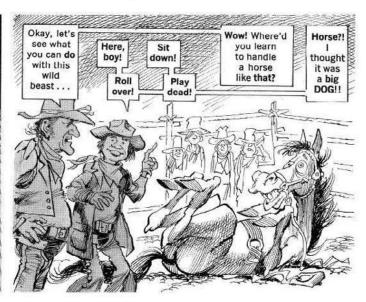


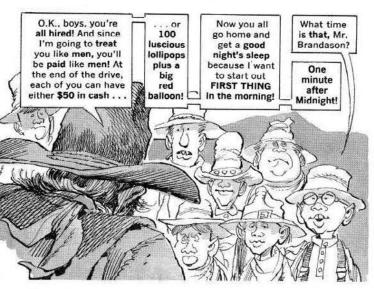






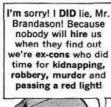






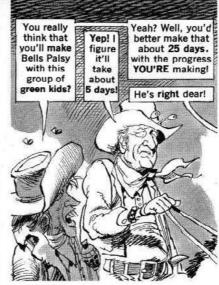






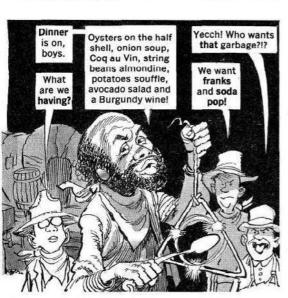
Well, I'm not going to hire you either! I don't mind the kidnapping and robbing and murdering and passing a red light! It's just that I can't stand people who get caught! Now...get out of here!!







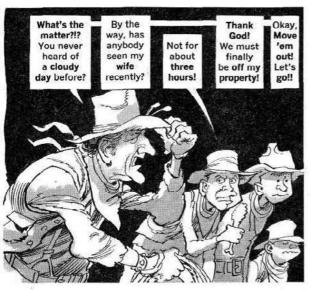
Somehow

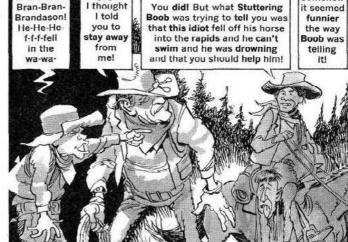




Hev. you!

M-M-Mister



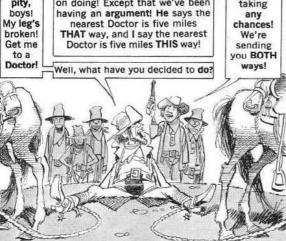






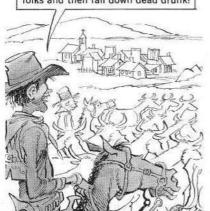








There it is, gang! Bells Palsy! Let's drive the cattle in, get our money, shoot up the town, make out with the women, beat up on some old folks and then fall down dead drunk!





Hey, wealthy eccentric fans! Here's a fictionalized "MAD" look at what we'd probably find if we were to examine the contents of...

# HOWARD HUGH

# THINGS TO DO TODAY

7:00-8:00 AM - Wake up 8:00-9:00 AM - Look around 9:00-10:00 AM - Clip bingermails 10:00-10:30 AM - Rest 10:30-11:45 AM - Hide (behind couch). 11:45-12:00 AM - Buy a new hotel. 12:00-1:00 PM - Eat lunch Corganic vegetables, natural herbs, raw sassapras, Tea steam and a cheese Danish). 1:00- 3:00 PM- Map. ( Earn \$ 122,356 interest while I sleep). 3:00-4:00 PM-Exercise. (Dance with myself) 4:00-6:00 PM- Hide (in closet). 6:00 - 7:00 PM - Entertainment. (Make finger shadows on wall of world war I fighter planes).
7:00-8:00 PM- Laugh 8.00- 9:00 PM Take off pajamas, put on clothes. 9.00 - 10:00 PM - Move to my new hotel.

# THE HUGHES ORGANIZATION

Los Angeles The Bahamas Nicaragua Other Places

Mr. Fred De Cordova, Producer "THE TONIGHT SHOW" NBC 30, Rockefeller Plaza New York City

Dear Mr. De Cordova:

I am in receipt of your letter urging me to consider making my first TV appearance on your "Tonight Show" along with other guest stars Steve Rossi, Giselle McKenzie, Zsa Zsa Gabor and comic Rodney Dangerfield.

Contrary to rumors, I'm NOT odd or eccentric. But before I agree to appear on television, certain conditions would have to be met:

1. The entire studio must be sterilized. 2. No one is to approach me from the left

3. No one will utter the words, "Walla Walla".

4. No one within an 8-mile radius may sneeze. 5. I will answer no question that contains a

6. Everyone named "Normy" is to be ejected from the studio audience.

However, I have been out of touch for a while and have never heard of this "Johnny Carson." If I DO agree to appear on TV, I would prefer coming on an established hit show, and therefore I will be contacting Milton Berle and "The Texaco Star Theatre" first.

Sorry, but thank you for your interest.

Very truly yours, H.R. Hughes

WRITER: ARNIE KOGEN

# **U.S. GOVERNMENT EMERGENCY COMMUNICATION** RUSH!

FROM: Bureau of Missing Persons, Washington, D.C.

TO: Mr. H.R. Hughes

Thank you for your recent inquiry about yourself. We have done our best, but in answer to your request, we cannot "tell you where you are" I know this must be a very painful time you're going through, but look at our problem: We don't even know where to send this letter!

J.D. Sellinger Assistant Manager\*

\*Our regular Wanager, Mr. Lionel Tremel, cannot be located at this time.

# Memo From H. R. Hughes

Luxury Hotel and Casino Properties, Corp. Freeport, Bahama Islands, W.I.

Considering the rumors circulating for the past 16 years that I am dead and do not even exist, I can understand your desire to confirm my authenticity before closing the deal we made.

And so, to eliminate your doubts once and for all, I am enclosing a jar of my "breath". You can examine it and compare it to my breath prints of

I trust this will also put a stop to the rumors

that I am eccentric and crazy.

Very truly yours, H. R. Hughes

# The National Playing Card Association

Poughkeepsie, New York

Dear Mr. Hughes:

Thank you for your recent inquiry. We conduct many major card playing tournaments, including Bridge, Canasta, Gin Rummy and even the National "GO-Fish!" Challenge Match, held every Spring in Asbury Park. However, in answer to your question, we are sorry to inform you that there is no such thing as an "Annual Solitaire Championship".

Director of Promotion



ADDRESS Texas, Las Vegas, The Bahamas, Micarague, I can parked somewhere in the Western Hemisphere, 9 trockouse in Brazil and a Summer home in atlantic City, N. J. TELEPHONE NO. Unkited. Even 9 don't know it OCCUPATION Billionaire, Inclustrialist,

Movie maker, aironalt Dougnes, Mystery Man, Roluse and Professional Maskuzginak IN CASE OF EMERGENCY, NOTIFY: Secretary of State John Forter Dulles, Sonny Tutts, Lamont Ceauston or

Judge Crater.

# HE HUGHES ORGANIZATION

# Inter-Office Memo

From: Number One, Address Unknown

To: George, Los Angeles Office George.

I am planning on coming out of hiding soon, and I will need a pair of shoes.

Enclosed is a receipt for the shoes I left to be repaired back in March, 1954. Please pick them up and have them waiting for me.

Howard

### We have heard of your plans to finally "reveal Howard, yourself" to the public and show them exactly

THE HUGHES

ORGANIZATION

Office Of Public Relations

New York City

what you are like. We do not think you should rush into this with-

out proper preparation and counseling. Howard, you must understand, times have changed since you disappeared 16 years ago. You are out of touch with the public.

Please reconsider.

# Memo From H. R. Hughes

Tom.

I appreciate your concern, but there is nothing to worry about.

I can communicate with the public because I can still speak their bop lingo. And I've got a zoot suit with a reet pleat and a drape shape that'll just wow the bejeebers off'a them.

As soon as I hit Gotham, I'm gonna paint the town red! Then I'm gonna go to Ebbets Field, catch a Brooklyn Dodger game, then take my best girl to the Paramount for a movie and the stage show, and then take a nice quiet walk up Broadway and into Central Park at night.

So give me five and I'll dig you later!

Howie,

# VITO'S SHOE REPAIR

"DEPENDABLE WORK-FAST SERVICE" 1278 Santa Monica Blvd., Santa Monica, Calif.

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# THE HUGHES ORGANIZATION Inter-Office Memo

From: George, L.A. Office

To: Number One

Howard,

Spoke to Vito. Your shoes will be ready a week from Thursday.

### OUR GOOSE IS COOKED DEPT.

Hey, diddle, diddle,
The cat and the fiddle
Are heading for death and destruction;
Let's hope that they read
All the rhymes that succeed
This ridiculous Mad Introduction . . . to

# MAD'S ECOLO

# **Solomon Grundy**



Solomon Grundy, breathed on Monday, Wheezed on Tuesday, sneezed on Wednesday, Coughed on Thursday, gasped on Friday, Gagged on Saturday, heaved on Sunday, And that was a good week for Solomon Grundy.

# **Five Great Lakes**



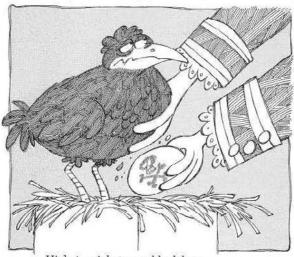
Five great lakes;
See what we've done!
See what we've done!
The fish are all dead 'cause pollution's rife;
You can cut through the scum with a carving knife;
Did you ever see such a blight in your life
As five great lakes?

# If All Of The Gum



If all of the gum that people chewed
Was stuck beneath a chair—
If all of the trash that people burned
Was blown into the air—
If all of the slums that slumlords owned
Were left to rot away—
Then you would know for sure, my lad,
You're in the U.S.A.

# Hickety, Pickety



Hickety, pickety, my black hen, She lays eggs for gentlemen; Of course, it's very good indeed They don't know what goes in her feed.



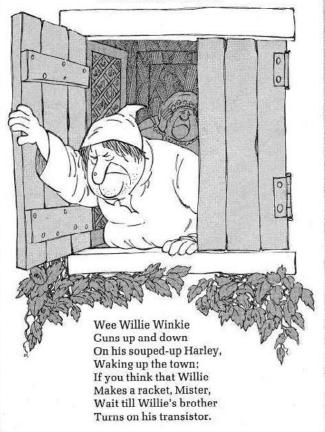
# GY MOTHER

# Sing a Song of Spillage

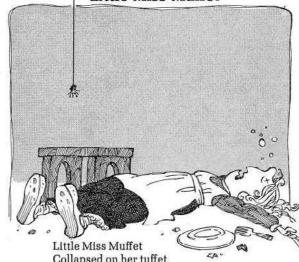


Sing a song of spillage-A tanker's fouled the shore; Four-and-twenty black birds-They were white before.

# Wee Willie Winkie



# Little Miss Muffet

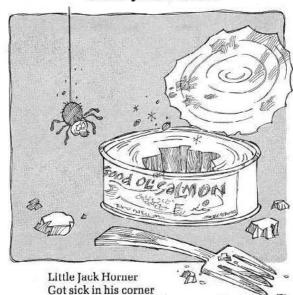


Collapsed on her tuffet From swordfish and died in a minute;

Along came a spider Who knelt down beside her

And said, "T'was the mercury in it."

# Little Jack Horner



From salmon and thereupon fainted; The spider inspected

The brand Jack selected And said, "Seems like everything's tainted."

# **Four Little Tigers**



Two little tigers Sleeping in the sun; One a hunter's trophy made— Now there's only one.

Now there's only two.

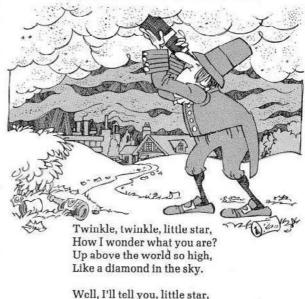
One little tiger Waiting to be had; Oops! He got the hunter first— Aren't you kind of glad?

# **Little Bo-Peep**



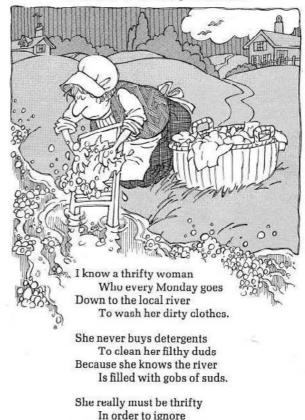
Little Bo-Peep
Has lost her sheep
And thinks they may be roaming;
They haven't fled;
They've all dropped dead
From nerve gas in Wyoming.

## Twinkle, Twinkle, Little Star



Well, I'll tell you, little star, I can't tell you what you are; With the smoke and haze and pall I'm not sure you're there at all.

# I Know A Thrifty Woman



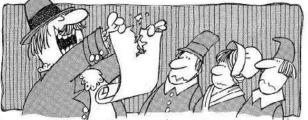
The fact the suds she's using

Were used by folks before.

# **Murray Had A Smelting Plant**



Murray had a smelting plant, Which made the people frown; For every time he poured out wastes He turned the river brown.



The people came to Murray's plant To show their opposition; But Murray laughed right in their face And tore up their petition.



The people took the case to court And Murray heard the judge Declare the plant must never more Pour out its icky sludge.



The judge invoked an ancient law From eighteen fifty-nine, Which meant that Murray had to pay A fifteen-dollar fine.



Should Murray not obey the law, It's good to know that when He's hauled back in he'll have to pay That fifteen bucks again.

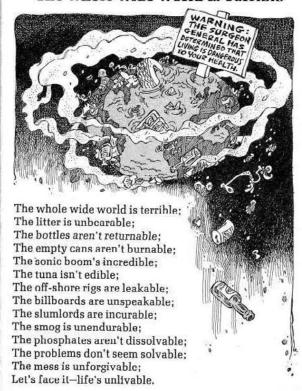
# **Humpty Dumpty**



Humpty Dumpty sat on a wall; Humpty Dumpty smoked a Pall Mall; All of the doctors told Humpty that he Must quit or he'd never live past 33,

Humpty Dumpty said, "I shall quit"; IIumpty Dumpty smoked not a bit; Humpty from smog is beginning to choke; What the hell, Humpty! You might as well smoke!

# The Whole Wide World Is Terrible



# 20

# When Watching You Can Be

... more shots of Joe Namath sitting on the bench during a Jet telecast than of the Quarterback who's playing!

Camera 1, zoom in closer! I want to get Joe's reaction to this play!
Camera 2, give me a close-up shot of Joe's bad leg! Camera 3, pan Joe's good leg! Camera 4...

Uh ... could we have a Camera for a shot of the GAME?! Miami's on the one yard line, and could score on this play!

... Johnny Carson making references to booze, his audience and his orchestra leader (not necessarily in that order)!

Whooeeee ... sounds like we've got another one of those juiced-up crowds here tonight! And speaking of being on the sauce, you all know Ed McMahon, God's gift to the Distilling Industry! Say, will you look at our orchestra leader! You all know Doc Severensen! We're all mighty proud of Doc since he was chosen "America's Best Dressed Orchestra Leader"... by The Gay Liberation News—ha-hah!

ARTIST: ANGEL O TORRE

... a discarded toy in an "All-State" commercial!



... a tiresome reference to Bing Crosby on every Bob Hope show!



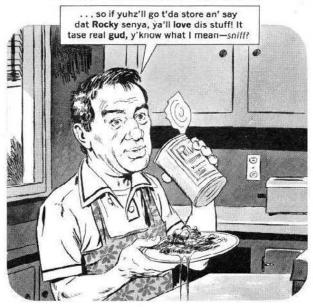
# Television, Sure of Seeing...

... a Holiday show that protests the commercialism of Christmas being interrupted every few minutes with a commercial message!

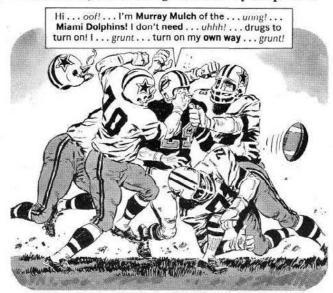
We'll be right back to "The Snow Bunny's Old-Fashioned Christmas" ... but first, I want you to meet Schlocko, the giant mechanical robot ... the sensational toy that will make THIS Christmas re-e-eally merry ...

WRITER: LOU SILVERSTONE

... Rocky Graziano selling something ... but you're never quite sure of what it is!



... an "Anti-Drug Plug" by a famous athlete that has so much violence, it makes drugs seem mild by comparison!



... a new TV Series about a single parent whose kids are trying to find him (or her) a mate!



. . . a Hollywood Gossip Columnist destroying someone's career by denying a vicious rumor that nobody would've ever heard of if she hadn't brought it up!

... and there isn't a grain of truth to the vicious rumor that movie and TV star, Rock Heman, and singer Jim Nelly were secretly married! Rock and Jim are just good buddles! I repeat, they were not married! They're not even going steady! This is Rona Boring ... saying, "Good Night from Hollywood!"...

... a Network News team breaking up over some inside joke!



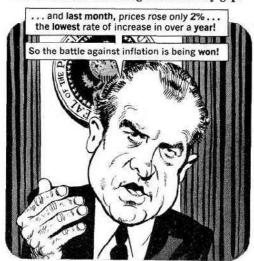
... a chase scene in every Detective Show, regardless of the hero's physical handicap!



... Dean Martin and friend making leering references to booze!

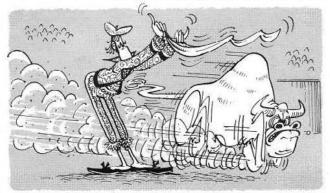


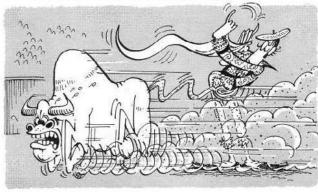
... a Politician widening the credibility gap!

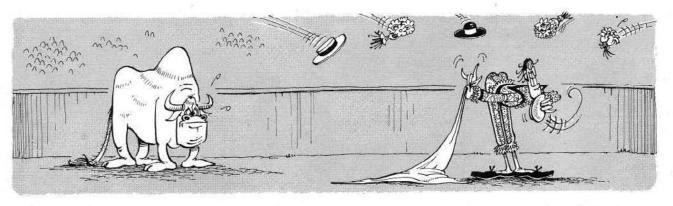


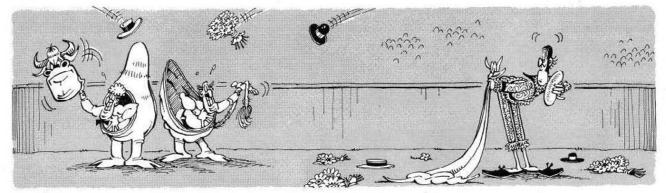
DON MARTIN DEPT. PART I

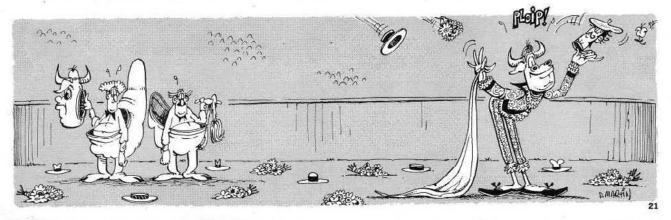
# ONE DAY AT THE BULLFIGHTS











### CAR SICK DEPT.

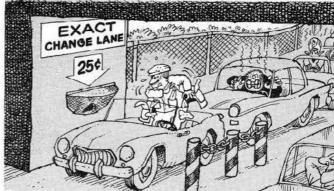
Hey, gang! Here we go with another MAD "Hate Book," those little literary gems calculated to help you feel better by

# THE MAD CAR-OWN



DON'T YOU HATE ..

... being the only one caught speeding when you were just going as fast as everyone else.



DON'T YOU HATE ...

... getting into the "Exact Change Only" lane, and ending up behind a guy who finds he hasn't got the exact change.



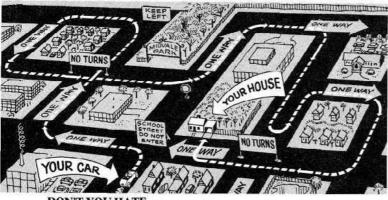
DON'T YOU HATE ...

... when something happens the day after you let your comprehensive insurance expire.



DON'T VOLUMATE

...the nauseating smell of gasoline that wafts forward to tell you that they've over-filled your tank again.



DON'T YOU HATE ...

. . . "One Way" and "No Turn" signs that take you miles out of your way.



DON'T YOU HATE ...

... bumpers that are higher than yours.

blowing off steam about your pet hates. This one is for the relief of all you car-owners out there, and is called . . .

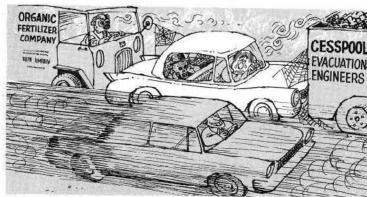
# **ERS HATE BOOK**

RTIST & WRITER: AL JAFFEE



DON'T YOU HATE ...

. . . repair shops that always have to order the part you desperately need.



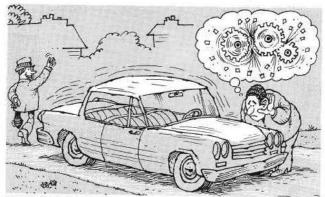
DON'T YOU HATE ...

. . . finally getting into that moving lane only to find that it abruptly stops . . . and your old one moves from then on.



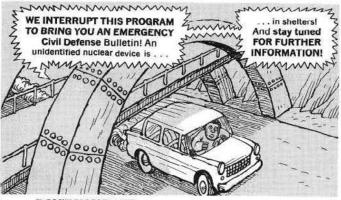
DON'T YOU HATE ...

... a convertible top that invariably fails to operate whenever there's a sudden cloudburst.



DON'T YOU HATE ...

... lending your car to someone ... and after it's returned, the engine makes a strange sound you've never heard before.



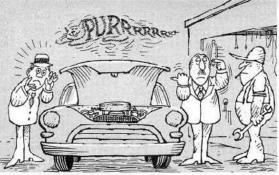
DON'T YOU HATE ...

... car radios that fade out at critical moments.



DON'T YOU HATE ...

... finding a vacant space where you parked your car.



DON'T YOU HATE ...

. . . strange noises that always disappear the minute you take your new car back to the dealer . . . and re-appear again right after you leave!



DON'T YOU HATE ...

... having to go to the bathroom on one of those new treeless, bushless, exitless super-highways.



DON'T YOU HATE ...

... hearing the unmistakable sound of a failing engine when you're right smack in the middle of the worst section of town.



DON'T YOU HATE ...

... people who carelessly track whatever they stepped into right into your brand new car.



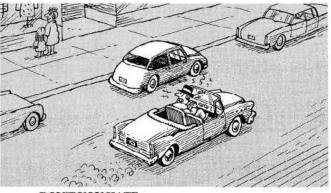
DON'T YOU HATE...

. . . know-it-all mechanics who insist that it's perfectly okay to do exactly the opposite—or use other parts—than what the manufacturer of your car specifically recommends.



DON'T YOU HATE ...

... people who let kids eat in your new car.



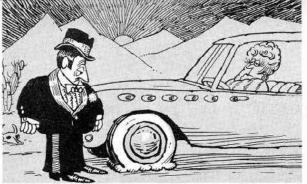
DON'T YOU HATE ...

... two cars that take up three parking spaces.



DON'T YOU HATE ...

. . . glimpsing your car keys in the ignition just as you're slamming the locked car door.

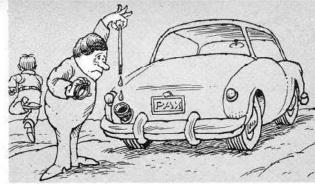


DON'T YOU HATE ...

. . . getting a flat tire in the middle of nowhere when you're dressed to the hilt.

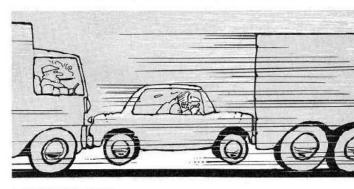


. . . your new car's air conditioner that conks out during the first heat wave . . . reminding you of how the heater conked out during the first cold wave.



### DON'T YOU HATE ...

... lending someone your car with a full tank of gas -and having it returned with exactly two drops left.



#### DON'T YOU HATE ...

... being trapped between two huge trucks ... and having to go miles beyond your turn-off.



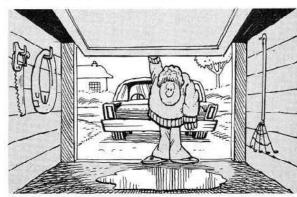
#### DON'T YOU HATE ...

forgetting where you parked your car in a 10,000 car parking lot.



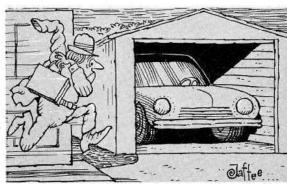
### DON'T YOU HATE ...

. . . gas station attendants who act like they're doing you the biggest favor in the world when they finally get to you.



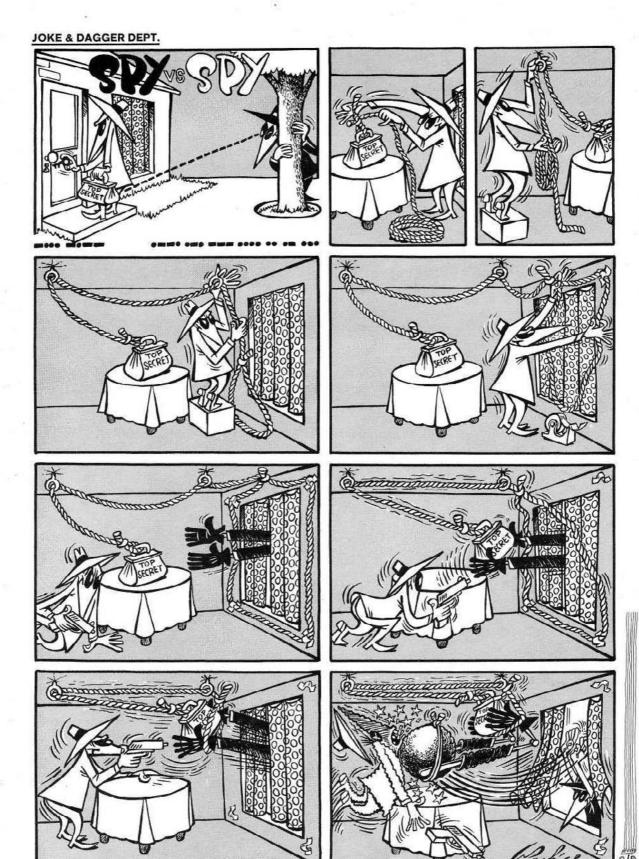
#### DON'T YOU HATE ...

... finding a strange new puddle in your garage.



### DON'T YOU HATE ...

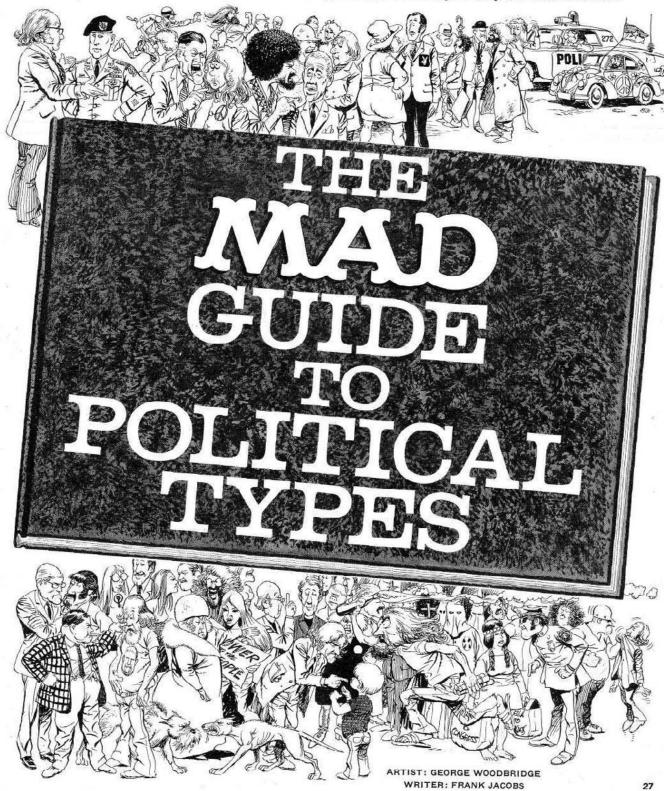
... returning to your car the next morning just as the last faint glimmer of light fades from your headlights. 25

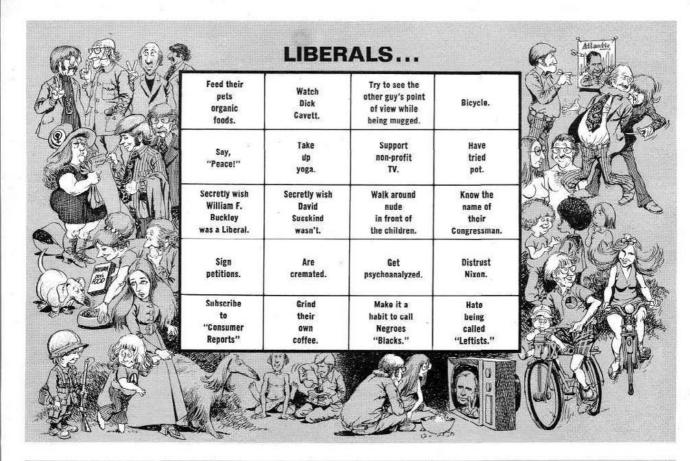


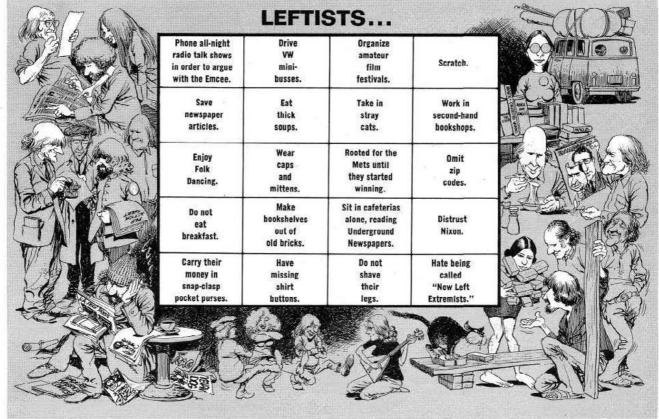
# KNOWING YOUR LEFT FROM YOUR RIGHT DEPT.

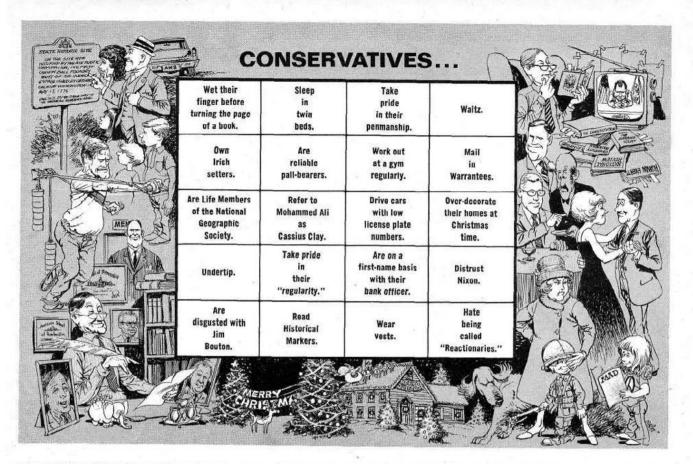
Was a sign size

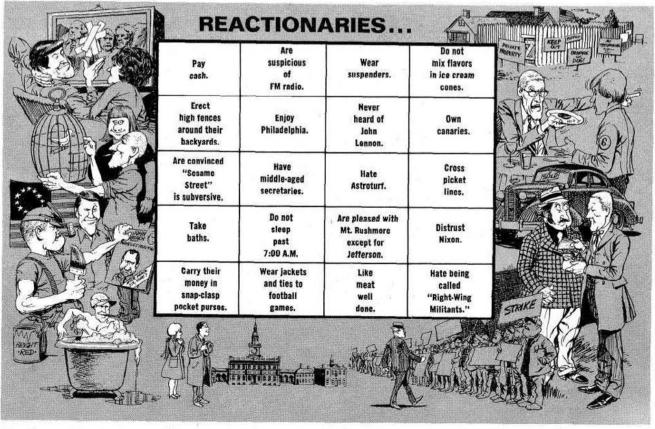
Is your cousin a Conservative? Is your Uncle a Liberal? Is your Exterminator a Leftist? Is your Boss a Reactionary? It's really easy to determine because each political type has certain unique characteristics and behaviorisms. So next time you want to know whether your future Wife is a New Left Extremist or your future Husband is a Right Wing Militarist, just study them and consult...

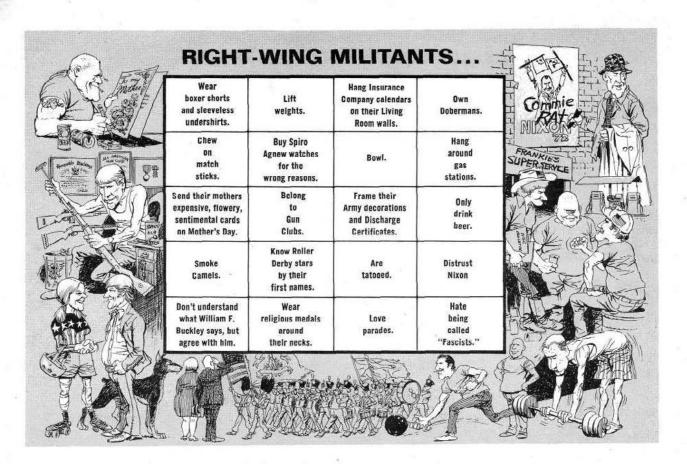




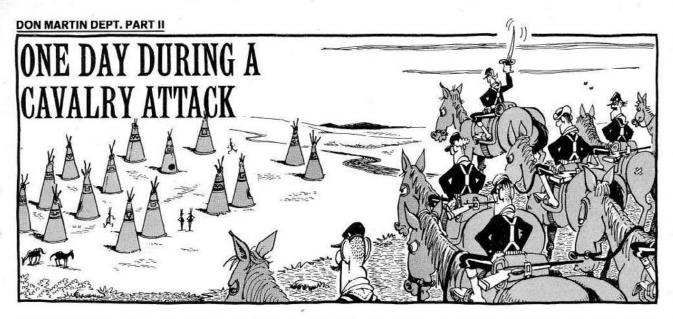






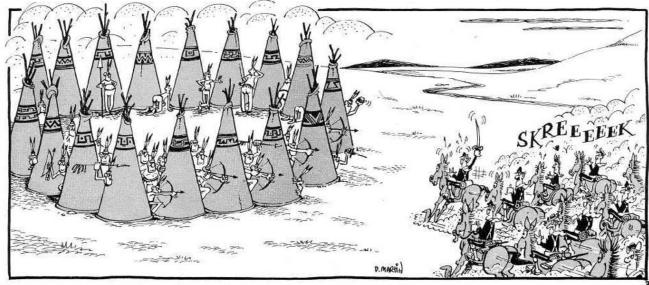


Burn incense.	Name their children after American Indian heroes.	Participate in nude weddings.	Slouch.
Grow their own marijuana.	Shoplift.	Eat chick peas.	Watch the 4:00 A.M. movie on TV, stoned.
Bring jars of peanut butter as house-warming gifts.	Refuse to cooperate with Census Takers.	Tie-die their babies' diapers.	Cast their own horoscopes.
Ignore New Year's Eve.	Own no chairs.	Mumble four-letter words in their sleep.	Distrust Nixon.
Teach their children Swahili.	Do not wear socks or underwear.	Move their belongings in wheelbarrows.	Hate being called "Anarchists."







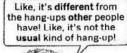


BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDEOF...









Like, I'm hooked on it, and I just can't shake it! Like, you dig?



No. I DON'T

dig! What

in heck IS

I like saying "like";



When I was a teenager, it bugged me that my parents didn't understand me?



So I made a vow that when I had teenage children. I would do my darndest to try to understand them! And that's exactly what happened! Today, I thoroughly understand my teenage children!



That must give you a great deal of satisfaction!



That I

didn't

know!

It does!

But now.

something

else bugs

me!

My teenage children don't understand ME!!



That's a hang-up you've got . . . being hooked on cigarettes!



know

it!

Smoking is very bad for your physical health!



know

it!

Smoking is also very bad for my MENTAL health!



# Yeah! If I DON'T smoke, I go CRAZY!!



# ARTIST & WRITER: DAVE BERG





What was THAT all about?

He's sensitive, and you hit him in his weak spot! The fact that he's short makes him belligerent! He has to go around proving how BIG he is!



Why didn't you hit him back?

He's not the only one who's sensitive! He happened to hit me in MY weak spot!













I love you, Milton! All of me loves you! My every cell, my every gland, my every thought process loves you!



Take me, Milton! Take my body! Take my soul! Take all of me! She who loves is a Slave! He who is loved is a Master! That makes you complete Master over me! So take me, Master!

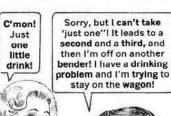


I know that you love me, too, Milton! I instinctively know

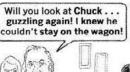
























That's

better!





I've









would

have!





No, I DON'T believe it ... knowing what a hang-up you've had about being mugged, and all the precautions you've taken!



You bet I took precautions!

I got the whole shmeer ...

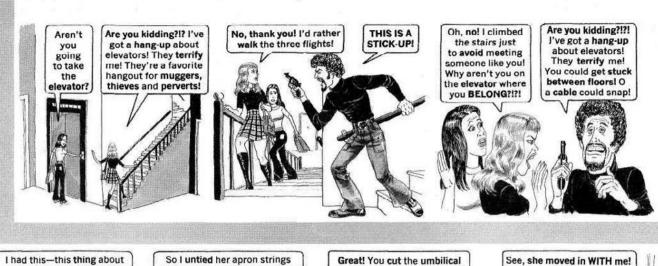
a policeman's whistle, a

spray can of mace, a siren,

So why didn't you use any of that stuff?









So I untied her apron strings that were strangling me, moved out of the house, got myself my own apartment in this city a hundred miles from her, and—



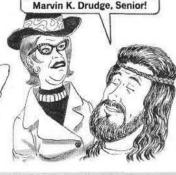
Great! You cut the umbilical cord and finally freed yourself from the protection of her womb! You completed your birth! You grew up at last!







I don't know if you can call it that! It's just that I don't HAVE to work!



Y'see, I happen to be the

son of the very prominent

and successful businessman,

That's a rotten attitude! Look. at that man over there! HE sure



That's

different!

IHAVE

You see, I happen to be the FATHER of Marvin K. Drudge, JUNIOR!!



You're kidding?!? You mean you really enjoy serving in a Submarine?!? Don't you get claustrophobia—cooped up in a small space under hundreds of feet of water??



It doesn't bother me at all! The whole idea of it makes me so—so nervous!

Don't let a little phobia get the best of you! Be a MAN!!



I can't help it! The very thought of it makes me want to hit the flight deck, get into my Navy jet, and take off for the wild blue yonder where I can clear my mind of these claustrophobic feelings!



P-please! Don't talk about jets, and flying! It makes me so nervous!

Don't let a little phobia get the best of you! Be a MAN!!





Sorry! Not interested! Drugs aren't my thing!





You . . . you beat me up because drugs aren't my thing?!?







When I was a kid, my folks were so poor they couldn't afford to buy me a bike, so I never learned to ride one! It became a real obsession!



Now that I'm grown up, and I'm making a buck, and I can afford it, I bought me this ten-speed, dural aluminum frame, imported beauty! Paid three bills for it!



That's great! So now that you're grown up, you are fulfilled! You don't have your hang-up any more!



I can't

belleve

it! You're

on time

Now that I'm grown up, it seems I'm too old to learn how to ride the damn thing!



Everybody's here except Milton! I hope he isn't late!





It's a compulsion with him! He's probably rebelling against an authoritarian Mother who demanded punctuality! So he shows up late deliberately!



You and your crackpot amateur psychology! Well, you're wrong! Here he is now!



I AM?!? Darn it! This watch my Mom gave me is running fast!!



You know what your hang-up is, Roland? You're SQUARE!



Why don't you hate your parents?! Why don't you hate your country?! Why don't you hate all forms of authority?! Why don't you play acid rock, and look down on achievement?!



Why don't you grow your hair long . . . dress like a working man, but not work . . . drop out . . . tune in . . . turn on . . and blow your mind on drugs . . .

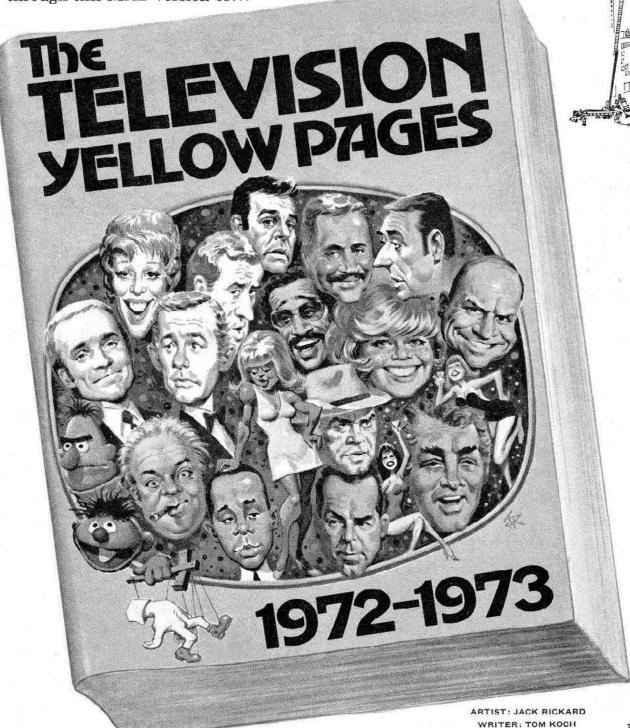


... like any NORMAL PERSON?!



#### SHOW BIZ-ZY SIGNALS DEPT.

Critics are forever blasting Television for its "unrealistic" portrayal of characters and events. However, assuming that it's true that one can learn a lot about a community just by browsing through the local telephone book, MAD can demonstrate that TV-Land is as typically American as any place else. Just let your fingers do the walking through this MAD version of...



37

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#### MARTIN, DICK

#### BEDROOM WRESTLING Your Place or Mine

Unlisted Address ......Bloov 3-7171

Namath, Joe, c/o Club de Hoodlum....REddog 8-5000 (See My Display Ad This Page)

Plimpton, George Fantasy World Estates .....MItty 3-5122

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"Merchandising Lechery For 2 Generations" I Specialize in Loud House Parties, Monotone Mumbling, Vicarious Fun & Games and Manly Posing with Pipes.

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Perpetual\* Upheaval

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King Family,

3728 Cleancut Circle ......WArblemore 4-7675

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JOE NAMATH Club de Hoodlum REddog 8-5000

#### OSMOND BROTHERS

#### EIGHT

#### OFF-KEY BARITONES AND ONE BRASH MIDGET TO SERVE YOU

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Flanges May Also be Available When We Find Out What They Are

385 Stupidity St. .....CLassconscious 1-3276

#### ► Fuzz

See "Law Enforcement Agents"

#### ➤ Hunters, Bia Game

#### GOWDY, CURT

#### ALL-ROUND AMERICAN SPORTSMAN

Instant Worldwide Service to Bloodthirsty Celebrities. High Caliber Weapons Provided

— Quick Species Extinction Guaranteed.

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IF A DOG ANSWERS, HANG UP!

285 Sharpears Terrace .... WHitecane 6-7721

Mannix, Joe, 1807 N. Skullsplitter ......ULtraviolence 3-9455 Mod Squad, 72 Generation Cap ......Righton 6-8135

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We turn even Simple Searches for Teen-Age Runaways into Hair Raising Confrontations with Narcotics Rings, Phony Indian Mystics and Psychopathic Axe Murderers. Try Us!

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Gap

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CRIMES REQUIRING INTERMINABLE JEEP CHASES OVER UNPAVED ROADS PREFERRED

Sun Baked Court House ..... DUstbowl 8-1244

Dodge City Marshal's Office,

101 Main St. ...GUnsmoke 1-1111 (See Our Display Ad This Page)

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When Split-Second Speed is Vital, Don't Just Say, "Send the F.B.I." Say, "Send Chief of The Regional Investigative Unit EFREM ZIMBALIST, JR."

You'll Love My Permanently Waxed Hair— Don't Settle for Less!

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2 Wheelchair Rd. .....TEmpertantrum 6-8845

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A SUBSIDIARY of JACK WEBB ENTERPRISES Hall of Selfless Dedication .... YEsman 7-3800

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Let My Staff Complicate Even Your Simplest Case Into An Impossible Mission

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12 Free World Plaza ......SEwersneak 3-2144

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TAxfraud 2-5777 (Sec Our Display Ad This Page)

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We Absolutely Guarantee: No Foreign Dream Machinery Produced

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2516 Loving Warmth Drive .......Wisepapa 9-0372 (See My Display Ad This Page)

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Plimpton, George, Fantasy World Estates ......MItty 3-5122 Unger, Felix,

Neatnik Towers, Suite 610 ...... ODdcouple 7-3336 (See My Display Ad This Page)

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Practice Confined to the Removal of Bullets With Unsterilized Blacksmith Tools

No Extra Charge for Anesthetic Because I Don't Have Any

Suffer Now -Pay Later With My Slipshod Billing System 23 Main St., 2nd Floor ......GUnsmoke 1-1112

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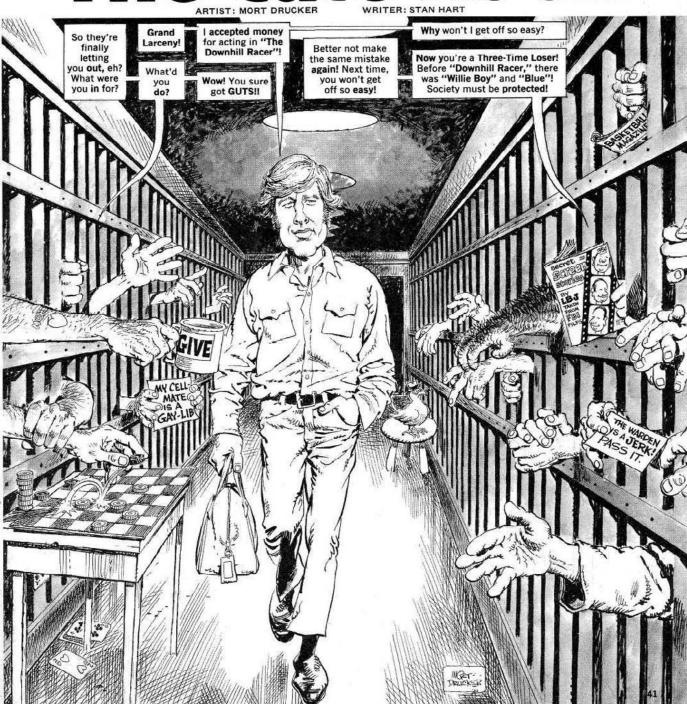
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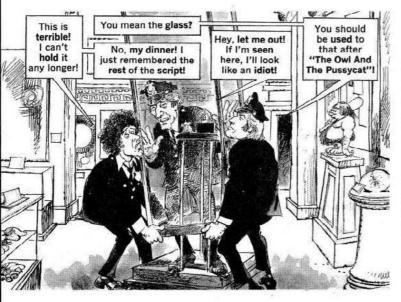
# The Cute Rook



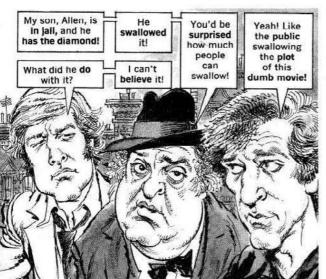














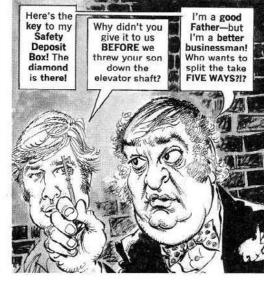




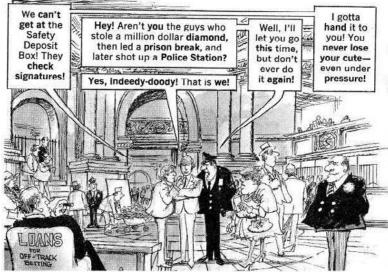
















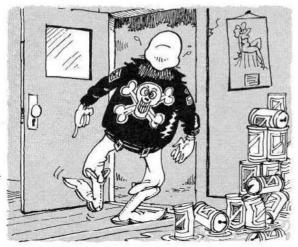


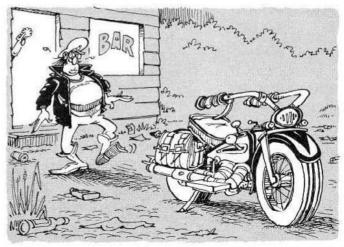


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WHAT CAN WE EXPECT FROM ALL OF THE CANDIDATES IN THE 1972 POLITICAL SWIM?

# MAD FOLD-IN

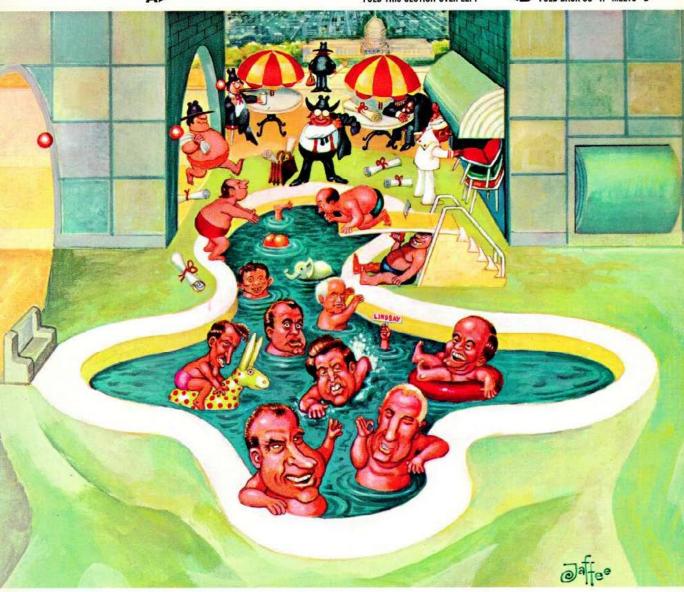
With the conventions over, we can now look forward to being thoroughly confused by all the claims, counterclaims, accusations and denials of our usually uplifting and inspiring election campaigns. And so, to sort out the whole thing in advance, we fed some facts into MAD's Fold-In Computer, and it came up with a simple interpretation of what we can expect from all the '72 candidates. To find out what that is, fold in the page.



A

FOLD THIS SECTION OVER LEFT

**◄B** FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER: AL JAFFEE THE SUCCESSFUL CANDIDATE IN THE STRANGE GAME OF POLITICS IS A CAMPAIGNER WITH A BOLD STYLE OF SPEAKING—FORMAL, OR OFF-THE-CUFF

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